

10/777297

ABSTRACT OF THE DISCLOSURE

A POS terminal or other computing device provides a plurality of offers to customers, and then measures a performance rate of each offer. For example, the acceptance rate or the profit rate of the offers may be measured.

5 Based on the performance rates, a subset of offers is selected. In one embodiment, the highest performing offers are selected. In another embodiment, those offers having performance rates above a predetermined threshold are selected. The selected subset of offers is then provided, while the remaining, less desirable offers are discontinued.

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